

ICR2027 | The XXth International Congress on Rheology

June 20–25, 2027 · Chimelong International Convention Center, Guangzhou, China

An Invitation to Sponsors and Exhibitors

Join the "Olympics" of Rheology — Held in China for the First Time in nearly 80 Years

About ICR2027

Rheology is the science that studies the deformation and flow of matter. The International Congress on Rheology — held every four years among the Americas, Europe, and Asia-Pacific — is the highest-level global platform for rheology science and engineering. ICR2027 marks the first time in nearly 80 years that this prestigious event is held in China.

Under the theme "**Discovering Knowledge, Innovating Technology, Empowering Society**", ICR2027 will bring together world-leading scientists, engineers, and industry leaders to pioneer an AI-driven rheology paradigm — spanning soft matter, advanced manufacturing, life sciences, renewable energy, and environmental governance. By “**expanding to the macroscopic extreme, delving into the microscopic extreme, advancing under extreme conditions, and fostering interdisciplinary synergy**”, it will accelerate scientific discoveries and technological innovation, and empower sustainable social and economic development.

Why Sponsor or Exhibit at ICR2027?

✓ Global Spotlight

Directly engage with 1,000+ top experts, decision-makers and potential clients from dozens of countries.

✓ Exclusive Resources

Secure key connections, gain technology insights, recruit top talent, explore industry-academia collaboration.

✓ Brand Leadership

Enhance your international brand image and demonstrate commitment to science and sustainable development.

✓ Scientific Impact

Empower young scholars, advance global academic equity, and shape the future of rheology.

"Please join ICR2027 and together create a new era in rheology!"

Contact — ICR2027 Sponsorship & Exhibitions Department

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Sponsorship Levels & Core Benefits

Sponsorship Level	Amount (CNY)	Quota	Highlights of Core Benefits
Principal Sponsorship	¥500,000	1	• Exhibition space: 36 m² (ground floor central — premium location) • 10 free registrations • Exclusive title: ICR2027 Banquet + Family Day / Science Carnival • 2-min warm-up video before Plenary Sessions; conference kit LOGO; notebook & pen LOGO • Jade Medal (Achievement Award) ceremony participation
Diamond Sponsorship	¥300,000	2	• Exhibition space: 24 m² (ground floor central — premium) • 8 free registrations • Exclusive title: Welcome Reception or Sponsor's Evening • 1-min Plenary warm-up video; platform promotion; public-area exhibition boards; bag inserts • Boger Medal (Industrial) or Opal Medal (Early Career) participation
Platinum Sponsorship	¥180,000	3	• Exhibition space: 12 m² (ground floor central — premium) • 6 free registrations • Exclusive title for a parallel technical session (priority selection) • Roll-up banners, info booths, main KV, warm-up video, invited report • "Best Poster Award" sponsorship; display boards; certificate of honor
Gold Sponsorship	¥120,000	11	• Exhibition space: 6 m² (ground floor double-entrance standard booth) • 3 free registrations • Exclusive title for a parallel technical session • Roll-up banners, info booths, main KV, warm-up video, invited report • "Best Poster Award" sponsorship; certificate of honor
Silver Sponsorship	¥80,000	12	• Exhibition space: 6 m² (ground floor single-entrance standard booth — premium) • 2 free registrations • Certificate of honor • A full inner page advertisement in ICR2027 Conference Manual
Bronze Sponsorship	¥50,000	12	• Backdrop panel 2.5m × 2m in public area (2nd floor) • 1 free registration • Certificate of honor • A half inner page advertisement in ICR2027 Conference Manual

Note: Core benefits listed are indicative; final terms are subject to the signed Agreement. The Organizing Committee reserves the right of final interpretation. All sponsorship funds will be partially allocated to support young rheologists and scholars from underdeveloped countries.

Application Procedure

Step 1 — Enquire Contact the ICR2027 Sponsorship & Exhibitions Department for details.

Step 2 — Negotiate Discuss and formulate a proposal with the ICR2027 Organizing Committee.

Step 3 — Sign & Pay Sign the ICR2027 Sponsorship & Exhibition Agreement and pay in full within the agreed period. Opportunities are allocated on a first-come, first-served basis.

ICR2027 Sponsorship & Exhibitions Department

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